



Spring 2011 Newsletter

A NEW WINERY

Upcoming Release Dates:

<i>2007 Concerto</i>	Just Released
<i>2008 Vivacé Ermitage Blanc</i>	June 2011
<i>2010 Scherzo Cabernet Rosato</i>	June 2011
<i>2008 Adagio</i>	October 2011

Winery Up and Running. Our new winery is up and running. It took 2 years and a lot of back and forth with Napa County, but we are now fully operational at our “on-site” winery. And, the best part is that now we do not have to depend on anyone else to do the best possible job. While we are very satisfied with the quality of our wines to date, we expect the wines to continue to improve as we get more and more control over all of the details.

New Tasting Room. We have also opened our new tasting room. It is a wonderful “old world” stone building attached to our winery.



We are open by appointment only, and all tours and tastings are private. Our maximum group size is 8. **Come Visit.** You can make a reservation at tours@kitchakcellars.com or call 707-225-2276.



Cellar Master Ralph Bashioum pours for tasting room guests Steve and Deb Zeller from Parley Lake Winery in Minnesota. Lindsay Bashioum assists.



2007 Concerto To Kalon Vineyard Cabernet. A Blockbuster. “A Crazy Good Wine.”



released our 2007 Concerto on March 22. And, with a bit of pride, we can say that it is an amazing wine. The New York Times says: “Even in Napa Valley, where only the rare vintage is spoken of in less than superlatives, 2007 was considered nearly perfect for cabernet sauvignon.” Wine Spectator rated the vintage 99 on its 100-point scale. Robert Parker rated the vintage a 96 (and that is an average number.) We are very fortunate to be one of a very small number of wineries who are sourcing grapes from

the Beckstoffer To Kalon Vineyard in the Napa Valley. To Kalon is the most highly regarded single vineyard in the Napa Valley, and in the U.S. While we are still too small for Parker to notice, 5 of the other wineries that source their cabernet grapes from To Kalon got Parker scores of 96 or better for their 2007s. Schrader got a 99 and Paul Hobbs got a 98. Our *Concerto* is certainly in that league and will be a wine worth having in your cellar and for that special occasion. We have sold out of *Concerto* every year since we started and we do not expect this year to be any different, particularly when we are selling our *Concerto* for a price of about one half that of the other top wines from that vineyard. So, if you have not yet placed your order, you should do so promptly. Wines this good are rare and you should not miss the chance.

Making a Great Wine: Attention to Details.

A visitor to our tasting room recently asked what it takes to make great wine. The answer: Start

with great fruit and then pay an extraordinary amount of attention to hundreds of details. As an example, we sort every single grape. If it is not perfect we toss it. We do a pre-sort of all clusters prior to de-stemming and then we use 8 people on our “shaker table” to make sure that every grape is perfect.



Friends working on the sorting line

Free Bike Tours for Wine Club Members.

Going to the Napa Valley? Want to spend an afternoon biking through the Napa Valley visiting wineries? If you are a wine club member, stop by our winery, we will loan you a bicycle, give you a map and an itinerary and you can visit a half-dozen wineries in an 8 mile loop from our winery. Each bicycle has a basket so you can purchase wines, and if you buy too much to carry,



we will pick it up for you and deliver it to your hotel. No problem. These are easy to ride, aluminum frame light-weight bikes, with 8 speeds and disk brakes. They are Very comfortable. Please call us at 707-225-2276 to reserve them. 4 people max.

BUYING OUR WINES

Ordering. We do not sell our wines in retail stores. You can order all of them direct from the winery by calling us at 707-225-2276 or by completing an order form and sending us a pdf via e-mail or by faxing it to us at 612-349-6439. We are too small for an on-line store to be a viable option and Amazon (or similar providers) just want too much to process orders. The order form is available on our website www.kitchakcellars.com or you can call us and we will either e-mail or fax you a form.

Kitchak Cellars Wine Clubs. You can join one of Kitchak Cellars wine clubs by visiting www.kitchakcellars.com. When you join a wine club you get automatic discounts of 15-20% on all your future purchases. But, that is not all. Other benefits include a Kitchak Cellars wine tote, complimentary private tours and tastings at the winery, barrel tastings while at the winery, an invitation to wine release events, an invitation to our annual Harvest Party, free bike tours in the Napa Valley, and discounts on some hotels and services while in the Napa Valley.

Kitchak Cellars' Shipping Policy. All orders are shipped ground unless you request otherwise. We ship only on Mondays so the wine does not spend any weekends in a warehouse. Almost without exception, if we ship on Monday, you will have your wine by the end of the week. Orders of a full case (or mixed case) or more will continue to receive free ground shipping. If you want overnight or second day air shipping we can accommodate that for a small additional cost.

New Website . Finally. Our new website is now live and up and running. It has taken a long time but because we are using many of the same photos and graphics you won't see much change. It is, however, more complete and much easier to navigate. Visit us at www.kitchakcellars.com.

Social Media and Our Blog. Starting with bud-break around the first of April, we hope to Blog and Tweet about this entire season and let you know what we are doing and how we are doing it. You will have the opportunity to track the vineyards' progress during the summer and our

wine-making progress and decisions during the fall. We hope to be detailed, open and transparent so you can see what is really going on, the questions we are faced with and decisions we have to make. Follow us on Facebook at KitchakCellars, or our Blog at kitchakcellars@blogspot.com

Upcoming Events.

May 11, 2011 Minneapolis Tasting at the Metropolitan in Golden Valley.

May 12, 2011 Wine Maker's Dinner – Minikahda Club, Minneapolis.

October 8, 2011. Hold the Date. Harvest Party for Wine Club Members in Napa.

Wine Barrels – Facts and Figures:



Our wine barrels hold 225 liters or 59.4 Gallons. A barrel of wine holds 300 bottles. All wine barrels are made from oak. We use new French Oak Barrels for our *Concerto* To Kalon Vineyard Cabernet. The French Oak barrels that we use for *Concerto* cost more than \$1,000 each and we use them only once! The red stripe on the center of the barrel is “painted on” so that when we are topping the barrels or doing barrel tastings, the wine drips don't look messy. But we don't use paint. We use the sediment from the wine!

"In wine one beholds the heart of another."
Cheers,

Peter Kitchak



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SPRING 2011 NEWSLETTER

